

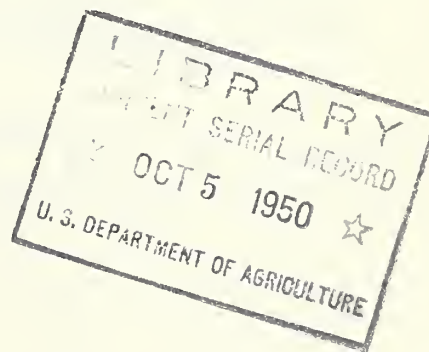
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PRODUCTION AND MARKETING ADMINISTRATION
Fruit and Vegetable Branch
UNITED STATES DEPARTMENT OF AGRICULTURE

AVAILABILITY OF CERTAIN FRESH FRUITS AND
CANNED AND FROZEN JUICES IN RETAIL
FOOD STORES, AUGUST 1950



Washington, D. C.

September 1950

Agriculture--Washington

FOREWORD

This report summarizes information on availability of certain fresh fruits and canned single strength and frozen concentrated juices in retail food stores throughout the United States during August 1950. This is the fifth report of this nature issued by the Fruit and Vegetable Branch, Production and Marketing Administration; the first report, issued in June 1949, reported availability for these products in April 1949; the second, issued in October 1949, reported availability in August 1949 and limited data from a preliminary survey in October 1948; the third, issued in January 1950, reported availability in November 1949; and the fourth, issued in July 1950, reported availability in May 1950.

The above listed reports were titled, "Availability of Certain Fresh Fruits, Canned and Frozen Juices, and Dried Fruits in Retail Food Stores." Owing to the fact that August is the seasonal low point in the supply of dried fruits, data on the availability and inventory of these products were not collected in the August 1950 survey.

This report is presented in three parts. Section I includes a group of summary tables in which data from the August 1950 survey are compared with similar information from surveys conducted in May 1950, November 1949, August 1949, April 1949, and October 1948. Section II includes a series of tables presenting more detailed data on availability from the August survey. Section III presents information on availability of fresh citrus fruits based on stores customarily handling any fresh fruits and vegetables. For further explanation see note at head of Section III.

The data on availability of fruit and fruit products were obtained from a national probability sample of 1,891 retail food stores distributed among five regions, plus the cities of Chicago, New York, and Los Angeles, as shown in table 1. Within each of the five regions, the sample was composed of approximately 50 counties with an average of 5 to 6 sample stores per county plus a total of 175 stores in each of the three cities. Large stores were sampled at a heavier rate than small ones in order to obtain better representation of the large stores than would have been possible in the case of proportionate representation. In this report data are presented by: (1) Size of store (annual dollar volume of business); (2) type of store management; (3) city size; and (4) geographic region as illustrated in figure 1.

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Availability of Certain Fresh Fruits and
Canned and Frozen Juices in Retail
Food Stores, August 1950

SUMMARY

Frozen Juices

Frozen lemonade base, a relatively new product now included in this series of surveys for the first time, was available in August 1950, in 20 percent of the retail food stores throughout the United States. Also included for the first time are: frozen concentrated grapefruit juice, which was handled by 16 percent of the stores, and frozen concentrated orange-grapefruit blend, available in 12 percent (table 9).

About 2 out of every 5 retail food stores had frozen concentrated orange juice available in August 1950 compared with only 1 out of 4 in August 1949. One-fourth of the stores had frozen concentrated grape juice on hand in August 1950, compared with 20 percent in May 1950 (table 3).

A larger proportion of national chain store outlets had frozen juices available than did either regional chains or independent groceries. Frozen juices also were available in a larger percentage of stores doing an annual volume of business of \$500,000 and over than in smaller stores. Frozen concentrated orange juice and frozen concentrated grape juice were available in a larger proportion of stores in the North Central and Pacific regions than in the other regions. Frozen concentrated grapefruit juice and frozen concentrated orange-grapefruit blend, on the other hand, had best distribution in the Northeast region. All frozen concentrated juices were least available in the Southern region (table 9).

Frozen concentrated juices were distributed most widely during August 1950 in medium sized cities and were stocked by the smallest proportion of stores in cities under 10,000 population.

The availability of frozen lemonade base ranged from less than 6 percent in the Southern region to over 25 percent in both the North Central and Pacific regions. It was available in over 40 percent of the stores in Los Angeles, 30 percent in Chicago, and 23 percent in New York. A greater percentage of the larger stores stocked this product than smaller stores, ranging from 55 percent of the largest stores to 11 percent of the smallest stores. Over half of the national chain outlets had frozen lemonade base available in August 1950, compared with one-third of the regional and local chain outlets and one-fifth of the independent groceries (table 9).

Fresh Citrus Fruit

Considerably more retail food stores had fresh oranges available to customers in August 1950 than in the same month a year ago--nearly 3 out of every 4 stores, compared with only 2 out of 3 in August 1949 (table 2).

The percentage of stores handling fresh lemons was slightly higher in August 1950--78 percent--than in any of the earlier surveys, the first of which was made in October 1948. The best distribution previously reported was in August 1949, when 76 percent of the stores had lemons available (table 2). Proportionately more national chain outlets (97 percent) were found to have fresh lemons available in August 1950 than either regional chain outlets (81 percent) or independent stores (77 percent). Distribution was almost equally good in medium sized and large stores, but markedly poorer in the smallest stores.

In August 1950, for the first time during these surveys, California oranges were found to be available in every national chain outlet and every large store (\$500,000 and over annual volume) that had any oranges on hand; a considerably smaller number of these stores also had available oranges from other areas (table 6).

A greater proportion of the largest retail stores had fresh oranges available than did the smaller stores, the proportion ranging from 64 percent of the smallest stores to 95 percent of the largest. Distribution in August 1950 also was better in the national chain outlets than in either the regional chains or independent groceries. Over 96 percent of the outlets of national chains had oranges available, compared with 88 percent of the regional chain outlets and 70 percent of the independent groceries (table 6).

A larger proportion of stores in the Pacific and North Central regions--93 and 91 percent, respectively--had fresh oranges available in August 1950 than in the other regions. Distribution was poorest in the South, where only 42 percent of the stores had oranges on hand. Proportionately more stores in medium sized towns and cities (10,000 to 500,000 population) were found to have oranges available than those in either larger or smaller cities.

Canned Juices

A greater percentage of retail food stores stocked canned juices in August 1950 than in the same month a year ago. Canned single strength orange juice showed the greatest gain in the citrus group, 92 percent in August 1950 compared with 84 percent in August 1949. Those stores with canned lemon juice available increased from 38 percent to 48 percent, while in the noncitrus group apple juice, which was stocked by only 32 percent of the stores in August 1949, was available in 45 percent in August 1950. During this same period the percentage of stores stocking canned pineapple juice rose from 68 percent to 79 percent. The availability of grapefruit juice and orange-grapefruit blend showed little change; tomato juice continued to be available in the largest proportion of stores--94 percent (table 3).

Canned lemonade base, which is reported for the first time in the August 1950 survey, was available in 12 percent of the retail food stores throughout the country.

The distribution pattern for canned juices by regions and types of stores followed closely the pattern established in earlier surveys except that in regional chains, the availability of grapefruit juice and prune juice was higher than for canned single strength orange juice. Proportionately, more stores in the Pacific and Northeast regions stocked canned juices in August 1950 than those in other regions; the smallest percentage of stores with canned juices available was in the South (tables 7 and 8).

A greater percentage of the largest stores, those with an annual volume of business of \$500,000 and over, had canned juices available than did those doing a smaller volume. The percentage of availability was lowest in the group doing the smallest volume of business. A larger proportion of the stores in medium sized cities had canned juices available than stores in either the largest or the smallest cities (tables 7 and 8).

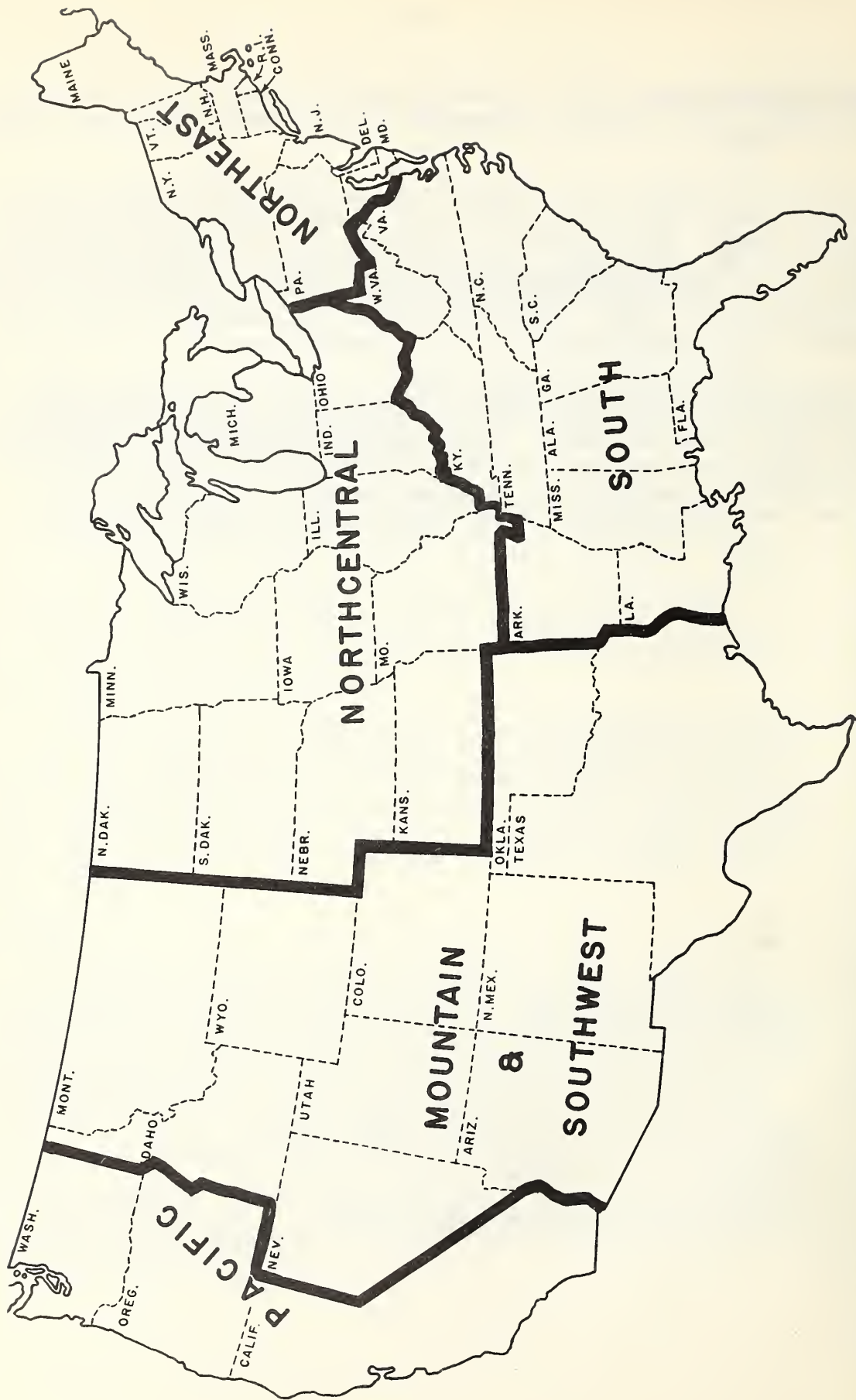


Figure I.-- Regions for national retail food store audit.

Table 1.- Composition of sample of retail food stores included in national retail food store audit 1/
August 1950

Classification	%	Stores	%	Classification	%	Stores
		number				number
U. S. total		1,891				
Dollar volume of store business annually:				City size, population:		
Under \$50,000		1,097		Under 10,000		691
\$50,000 to \$100,000		434		10,000 to 100,000		375
\$100,000 to \$500,000		301		100,000 to 500,000		262
\$500,000 and over		59		500,000 and over		563
Type of store management:				Region 3/ or city:		
National chains		53		Northeast		284
Regional and local chains		109		North Central		287
Independent groceries		1,724		South		267
All others 2/		5		Mountain and Southwest		276
				Pacific		239
				New York City 4/		161
				Chicago 5/		175
				Los Angeles 6/		202

1/ Conducted by Industrial Surveys Co., Inc., for U. S. Department of Agriculture under RMA contract.

2/ Included miscellaneous types of stores (other than grocery stores) selling foods, such as department stores, delicatessen, service stations, and feed stores.

3/ Regions included the following States: Northeast - Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, and Maryland; North Central - Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Iowa, and Missouri; South - Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, and Arkansas; Mountain and Southwest - Idaho, Montana, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Texas, and Oklahoma; Pacific - Washington, Oregon, and California.

4/ Not included in Northeast Region.

5/ Not included in North Central Region.

6/ Not included in Pacific Region.

Section I

Table 2.- Fresh fruits: Comparative percentages of all retail food stores handling specified fresh fruits, October 1948, April, August, and November 1949, and May and August 1950

Commodity	October : 1948	April : 1949	August : 1949	November : 1949	May : 1950	August : 1950
	- - - - percent - - - -					
Oranges:						
Calif.-Ariz.		35.0	55.3	50.9	51.2	62.8
Florida	44.4	55.3	1/	36.4	46.0	1/
Texas	27.6	3.7	1/	5.8	1/	1/
Other	7.8	--	11.9	--	4.2	17.0
Total	--	79.0	65.7	77.1	77.5	71.1
Grapefruit	71.1	56.6	1/	52.8	53.5	1/
Lemons	47.2	69.5	75.5	73.0	73.5	77.9
	66.5					

1/ Data not available.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Components do not equal totals because stores carry more than one type of a particular commodity such as both California and Florida oranges; in other instances, the totals include data on commodities not classified as to origin and therefore not listed separately.

Table 3.- Canned and frozen juices: Comparative percentages of all retail food stores handling certain canned and frozen juices, April 1949, August 1949, November 1949, May 1950, and August 1950

Commodity	April : 1949	August : 1949	November : 1949	May : 1950	August : 1950	Commodity	April : 1949	August : 1949	November : 1949	May : 1950	August : 1950
	percent						percent				
Orange:						Tangerine:					
No. 2 can	78.6	67.5	68.6	75.1	77.6	No. 2 can	17.6	16.8	16.7	16.6	16.2
46 oz. can	64.8	59.0	58.4	65.1	68.6	Other	1.9	4.5	3.3	5.6	5.5
Other	10.2	8.3	14.7	12.4	13.5	Total	18.2	19.2	18.4	19.2	18.5
Total	90.8	83.9	84.2	89.2	91.7	Apple	39.9	32.0	44.4	45.7	44.8
Grapefruit:						Grape	65.8	68.6	74.1	71.6	72.2
No. 2 can	75.1	69.8	68.0	69.5	70.0	Pineapple	77.1	68.4	74.1	77.7	79.0
46 oz. can	62.2	58.6	55.2	56.9	59.5	Prune:					
Other	5.6	6.9	9.3	9.9	8.1	Qt. glass	58.4	57.8	62.9	62.3	62.8
Total	86.8	84.1	81.9	83.4	83.1	Other	13.2	15.7	21.1	20.3	21.2
Orange-grapefruit blend						Total	61.9	62.3	68.0	67.1	68.0
No. 2 can	44.4	42.7	44.7	43.4	44.0	Tomato	89.9	92.1	92.6	91.6	93.5
46 oz. can	41.7	39.0	39.5	41.9	44.6	Frozen concentrate:					
Other	2.2	3.1	4.2	3.9	4.6	Orange	16.9	24.5	31.4	37.8	38.2
Total	57.3	56.2	56.9	56.4	57.6	Grape	--	--	--	20.3	24.3
Lemon:						Orange-Grapefruit	--	--	--	--	11.8
5 1/2 or 6 oz.	26.0	25.6	29.6	28.7	32.3	Grapefruit	--	--	--	--	15.8
Other	11.6	16.9	18.2	20.8	23.5	Lemonade Base	--	--	--	--	19.9
Total	34.8	38.4	42.3	43.4	48.0						
Lemonade Base	--	--	--	--	12.2						

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Components do not equal totals because some stores carry more than one size of container for a particular commodity.

Table 4.- Fresh oranges and lemons: Availability by store volume, store type, city size, and region; October 1948, April 1949, August 1949, November 1949, May 1950, and August 1950

Classification	Oranges												Lemons											
	:												:											
	Oct. : 1948	Apr. : 1949	Aug. : 1949	Nov. : 1949	May : 1950	Aug. : 1950	Oct. : 1948	Apr. : 1949	Aug. : 1949	Nov. : 1949	May : 1950	Aug. : 1950	Oct. : 1948	Apr. : 1949	Aug. : 1949	Nov. : 1949	May : 1950	Aug. : 1950	Oct. : 1948	Apr. : 1949	Aug. : 1949	Nov. : 1949	May : 1950	Aug. : 1950
U. S. total	71.1	79.0	65.7	77.1	77.5	71.1	66.5	69.5	75.5	73.0	73.5	77.9												
Volume of store business:																								
Under \$50,000	67.9	75.1	57.6	71.9	71.8	63.5	62.2	63.8	70.1	66.5	67.8	72.4												
\$50,000 to \$100,000	83.3	86.7	82.4	87.3	89.1	88.9	79.5	80.9	86.3	85.9	83.3	90.9												
\$100,000 to \$500,000	88.1	93.5	90.6	93.7	96.9	94.7	87.4	90.2	92.8	94.1	95.0	94.8												
\$500,000 and over	92.3	92.9	95.3	95.2	96.5	94.7	92.3	92.9	95.3	94.9	96.1	91.8												
Type of store management:																								
National chains	86.3	94.4	96.1	94.4	96.3	96.2	85.7	93.6	100.0	97.7	100.0	97.1												
Regional chains	1/	95.7	89.1	88.8	91.2	88.3	1/	90.5	91.1	87.9	81.5	80.7												
Independent groceries	71.6	77.9	63.9	76.1	76.4	69.6	66.5	68.0	74.2	71.7	72.4	77.2												
City size, population:																								
Under 10,000	70.5	78.7	61.1	78.4	75.6	66.2	67.0	68.0	73.8	73.4	71.6	78.4												
10,000 to 100,000	78.3	86.5	73.7	82.5	84.2	81.2	69.3	75.9	83.7	78.9	79.4	80.7												
100,000 to 500,000	79.7	86.8	80.7	82.9	87.4	81.3	76.8	79.1	86.5	82.8	84.5	83.9												
500,000 and over	58.9	65.4	60.0	63.6	67.4	65.9	55.6	59.7	63.8	59.5	63.9	66.8												
Region ² /or city:																								
Northeast	70.5	80.2	75.7	80.0	82.5	79.6	62.2	65.3	76.2	70.9	70.0	74.7												
North Central	84.4	91.7	86.0	90.5	93.5	91.1	76.1	79.7	87.9	83.7	83.9	91.4												
South	62.1	73.7	40.3	67.6	57.9	41.6	61.3	65.6	69.7	68.4	65.3	70.6												
Mountain and Southwest	83.5	82.3	63.0	78.2	79.6	71.6	80.4	77.0	76.2	78.1	76.3	76.9												
Pacific	88.7	90.3	85.0	87.8	93.8	92.7	87.0	36.2	88.7	87.4	92.5	94.0												
New York City	47.0	49.7	46.6	50.3	55.2	47.4	45.2	48.7	50.6	48.6	56.4	43.9												
Chicago	83.3	88.0	75.5	83.8	85.2	84.6	77.1	76.0	70.4	76.0	80.7	82.9												
Los Angeles	3/	3/	3/	3/	86.2	84.2	3/	3/	3/	3/	86.2	85.1												

1/ Included with national chains.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

3/ Prior to May 1950, data on Los Angeles were included with Pacific Region.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 5.- Canned single strength orange juice, canned tomato juice, and frozen concentrated orange juice; Availability by store volume, store type, city size, and region;

April, August, November 1949, May and August 1950

Classification	Frozen concentrated orange juice		Orange juice		Tomato juice										
	Apr.:	May & Aug.:	Apr.:	May & Aug.:	Apr.:	May & Aug.:									
	1949:	1950:	1949:	1950:	1949:	1950:									
U. S. total	16.9	24.5	31.4	37.8	38.2	90.8	38.9	84.2	89.2	91.7	89.9	92.1	92.6	91.6	93.5
= = = percent = = =															
Volume of store business:															
Under \$50,000	11.3	15.5	21.3	26.6	25.7	88.4	80.3	80.8	86.4	89.6	87.3	90.5	91.0	89.4	92.0
\$50,000 to \$100,000	29.1	40.3	51.9	58.9	62.8	96.6	91.7	90.0	95.0	96.2	96.2	96.1	96.3	97.2	96.2
\$100,000 to \$500,000	39.3	54.4	60.2	77.1	82.0	98.4	94.2	96.2	99.2	99.2	97.5	96.2	96.9	97.6	99.0
\$500,000 and over	56.0	74.0	90.1	79.5	89.5	94.6	100.0	98.9	95.0	97.6	100.0	100.0	100.0	95.0	97.6
Type of store management:															
National chains	27.4	39.6	59.1	62.2	72.2	95.0	99.4	100.0	96.3	100.0	98.1	100.0	100.0	96.3	100.0
Regional chains	34.5	44.9	47.9	60.0	64.9	97.6	97.6	96.7	98.0	93.6	96.0	93.1	96.4	97.2	93.6
Independent groceries	16.4	23.1	29.9	36.2	36.2	90.4	82.9	83.2	88.6	91.4	89.4	92.0	92.2	91.2	93.3
City size, population:															
Under 10,000	9.9	17.3	20.9	28.5	28.5	91.1	84.7	84.9	98.7	92.3	90.3	93.2	93.4	91.6	93.2
10,000 to 100,000	22.5	30.6	40.6	49.5	49.2	92.7	83.5	85.8	89.0	93.6	91.9	92.6	93.5	92.3	95.8
100,000 to 500,000	21.1	30.1	45.0	52.8	55.6	92.5	85.4	85.6	90.6	90.8	88.8	94.2	97.5	94.2	92.0
500,000 and over	30.1	33.7	42.5	42.9	46.7	86.4	81.3	79.5	86.9	86.5	86.4	87.3	86.7	88.7	91.1
Region 1/ or city:															
Northeast	29.4	36.0	40.8	45.9	44.6	91.2	83.3	84.5	87.8	91.0	90.1	93.2	96.0	92.9	93.0
North Central	17.6	26.7	34.0	47.0	47.2	94.2	89.6	91.8	93.2	95.4	94.8	98.2	95.3	95.8	98.3
South	5.6	9.2	13.6	16.2	16.1	89.4	79.1	76.7	86.0	89.7	88.3	90.5	88.6	85.7	88.9
Mountain & Southwest	7.5	18.6	26.9	35.6	38.5	92.9	87.7	89.2	94.5	93.8	90.2	90.2	96.1	96.6	96.8
Pacific	13.1	30.9	49.1	58.8	64.6	94.6	91.1	94.4	95.1	95.0	96.0	96.9	98.0	98.6	98.8
New York City	27.3	31.5	39.2	38.2	37.7	81.3	75.8	71.8	77.0	77.8	77.5	78.1	80.1	78.8	79.2
Chicago	30.6	31.8	38.6	46.0	52.0	91.3	83.5	83.8	90.9	90.9	94.5	90.3	92.2	93.8	95.4
Los Angeles	2/	2/	2/	71.9	76.8	2/	2/	2/	94.6	95.0	2/	2/	2/	96.1	98.5

1/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

2/ Prior to May 1950, data on Los Angeles were included with Pacific Region.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Section II

Table 6.- Percentage of retail food stores handling fresh oranges and lemons, August 1950

Classification	Oranges			Lemons		
	: California : : Arizona :	: Other :	: Total :	: California : : Arizona :	: Other :	: Total :
U. S. total	62.8	17.0	71.1	77.9		
Volume of store business:						
Under \$50,000	54.6	15.2	63.5	72.4		
\$50,000 to \$100,000	83.6	19.8	88.9	90.9		
\$100,000 to \$500,000	84.8	23.8	94.7	94.8		
\$500,000 and over	94.7	25.4	94.7	91.8		
Type of store management:						
National chains	96.2	35.5	96.2	97.1		
Regional and local chains	83.9	21.0	88.3	80.7		
Independent groceries	61.0	16.4	69.6	77.2		
City size, population:						
Under 10,000	57.1	15.5	66.2	78.4		
10,000 to 100,000	72.0	20.4	81.2	80.7		
100,000 to 500,000	75.8	12.4	81.3	83.9		
500,000 and over	60.7	20.0	65.9	66.8		
Region ^{1/} or city:						
Northeast	72.4	20.8	79.6	74.7		
North Central	83.8	19.6	91.1	91.4		
South	27.9	16.0	41.6	70.6		
Mountain and Southwest	64.7	11.2	71.6	76.9		
Pacific	91.1	2.9	92.7	94.0		
New York City	43.3	22.6	47.4	43.9		
Chicago	84.0	5.7	84.6	82.9		
Los Angeles	83.7	1.0	84.2	85.1		

^{1/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Components do not equal totals because some stores carry more than one type of a particular product.

Table 7.- Percentage of retail food stores handling canned citrus juices, August 1950

Classification	Orange juice				Lemon juice 2/				Lemonade	
	No. 2		oz.		5 1/2 or 6		Other		Total	
	% can	% can	% can	% can	% oz.	% can	% can	% can	% Total	% base 2/
- - - - percent - - - -										
U. S. total	77.6	68.6	13.5	91.7	32.3	23.5	48.0	12.2		
Volume of store business:										
Under \$50,000	74.4	60.0	9.5	89.6	24.7	17.3	38.8	7.9		
\$50,000 to \$100,000	83.8	87.3	16.6	96.2	44.0	32.9	62.1	18.2		
\$100,000 to \$500,000	89.7	96.6	33.6	99.2	61.9	48.2	84.3	29.0		
Over \$500,000	86.0	96.2	37.8	97.6	70.6	56.8	94.8	41.8		
Type of store management:										
National chains	88.5	100.0	37.3	100.0	87.5	61.5	95.1	24.3		
Regional and local chains	85.2	90.0	38.8	93.6	58.6	45.0	79.7	35.3		
Independent groceries	77.0	66.8	11.8	91.4	29.7	21.4	45.3	10.9		
City size, population:										
Under 10,000	76.6	65.2	12.9	92.3	24.3	21.7	39.5	12.2		
10,000 to 100,000	79.5	73.2	13.4	93.6	43.9	23.3	59.1	13.1		
100,000 to 500,000	80.3	70.8	15.7	90.8	39.4	23.1	52.5	13.1		
Over 500,000	76.6	72.3	15.0	86.5	38.8	31.0	59.2	9.9		
Region 1/ or city:										
Northeast	78.7	72.0	9.7	91.0	45.1	22.6	59.4	12.3		
North Central	69.3	86.1	11.3	95.4	38.5	37.2	63.4	19.4		
South	84.9	46.3	12.0	89.7	11.6	10.7	18.3	5.7		
Mountain and Southwest	77.0	64.4	26.7	93.8	27.2	16.9	39.1	10.8		
Pacific	78.9	84.9	17.4	95.0	54.5	17.9	66.6	20.6		
New York City	70.8	68.9	20.2	77.8	34.7	23.1	47.2	1.9		
Chicago	85.7	68.6	12.6	90.9	9.1	81.7	84.0	9.7		
Los Angeles	89.6	81.7	15.3	95.0	71.3	12.9	78.2	22.8		

See footnotes at end of table.

(Continued)

Table 7.- Percentage of retail food stores handling canned citrus juices, August 1950 - Continued

Classification	Grapefruit juice			Blended juice			Tangerine juice					
	% No. 2	% 46 oz. can	% Other	% Total	% No. 2	% 46 oz. can	% Other	% Total	% No. 2	% can	% Other	% Total
-- -- -- percent -- -- --												
U. S. total	70.0	59.5	8.1	83.1	44.0	44.6	4.6	57.6	16.2	5.5		18.5
Volume of store business:												
Under \$50,000	64.4	48.7	5.1	78.3	35.5	35.1	2.4	49.0	10.3	1.7		11.2
\$50,000 to \$100,000	80.4	83.6	9.5	94.5	60.6	63.0	5.3	76.1	24.6	8.8		29.2
\$100,000 to \$500,000	89.7	94.0	24.4	97.6	73.6	77.1	18.6	85.5	38.8	22.9		46.3
Over \$500,000	97.6	96.2	28.1	97.6	80.3	91.4	8.5	91.4	60.6	32.5		68.8
Type of store management:												
National chains	100.0	98.4	28.1	100.0	85.9	96.2	16.4	100.0	68.2	37.5		73.2
Regional & local chains	88.5	88.0	27.9	97.0	75.5	76.9	17.8	85.5	47.0	26.7		54.8
Independent groceries	68.4	57.2	6.7	82.0	41.5	41.8	3.6	55.2	13.7	3.8		15.6
City size, populations:												
Under 10,000	67.4	53.8	7.8	81.4	36.2	38.7	4.2	50.5	12.4	4.6		14.6
10,000 to 100,000	71.1	64.9	7.5	84.6	50.5	50.0	3.3	65.5	22.6	7.3		25.7
100,000 to 500,000	72.7	70.7	8.5	88.4	51.2	50.0	5.6	63.1	14.9	5.5		16.7
Over 500,000	76.3	65.1	10.2	83.4	59.0	55.1	7.8	68.6	21.3	5.8		22.7
Region 1/ or city:												
Northeast	71.8	63.4	6.0	83.1	54.6	54.1	3.5	67.9	23.2	5.5		24.9
North Central	59.8	76.4	4.9	88.3	46.1	63.6	4.4	74.2	15.8	9.2		20.8
South	68.5	29.4	6.8	71.2	24.5	13.3	2.9	26.3	9.2	2.5		9.9
Mountain & Southwest	81.3	64.3	20.0	92.7	34.1	30.3	6.0	45.3	14.3	5.4		16.5
Pacific	84.7	87.1	8.8	96.2	70.1	73.9	5.6	87.7	12.5	1.3		12.9
New York City	70.8	68.1	16.2	78.5	64.3	62.4	16.3	72.6	29.3	6.8		30.0
Chicago	85.7	62.3	7.4	90.9	71.4	50.3	6.8	76.0	16.6	4.0		17.7
Los Angeles	94.6	83.6	9.4	96.5	74.8	68.8	4.4	81.2	12.4	1.0		12.4

1/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

2/ Single strength lemon juice.

3/ Lemon juice with added sugar; makes lemonade when diluted with water.

Source of data: National retail store audit conducted by Industrial Surveys Co., Inc., under RMA contract. Components do not equal totals because some stores carry more than one type of a particular product.

Table 8.- Percentage of retail food stores handling certain canned juices other than citrus,
August 1950

Classification	Apple	Grape	Pineapple	Qt. glass	Prune		Total	Tomato
					:	:		
U. S. total	44.8	72.2	79.0	62.8	21.2	68.0	93.5	
Volume of store business:								
Under \$50,000	34.4	64.3	73.0	53.7	15.3	59.3	92.0	
\$50,000 to \$100,000	61.8	91.0	93.2	85.6	26.5	89.1	96.2	
\$100,000 to \$500,000	85.9	95.8	97.0	88.9	47.1	93.1	99.0	
Over \$500,000	91.4	97.6	97.6	94.1	70.4	97.6	97.6	
Type of store management:								
National chains	95.9	96.1	100.0	98.6	69.1	100.0	100.0	
Regional & local chains	79.0	89.5	94.5	87.8	58.6	94.1	93.6	
Independent groceries	42.0	70.8	77.7	60.9	18.5	66.1	93.3	
City size, population:								
Under 10,000	35.6	68.0	74.7	55.4	15.8	59.3	93.2	
10,000 to 100,000	53.2	74.8	81.0	72.4	27.2	78.9	95.8	
100,000 to 500,000	56.5	83.9	89.2	71.2	28.5	77.1	92.0	
Over 500,000	59.0	76.5	85.8	70.1	27.4	77.3	91.1	
Region ¹ /or city:								
Northeast	44.5	75.0	86.1	75.9	17.0	77.6	93.0	
North Central	46.3	75.8	83.8	69.1	21.0	77.4	98.3	
South	28.2	58.3	60.9	41.6	14.5	44.6	88.9	
Mountain and Southwest	53.8	80.1	85.0	59.5	27.4	67.1	96.8	
Pacific	83.2	88.8	93.9	77.4	44.3	85.9	98.8	
New York City	61.3	71.8	76.8	62.0	24.7	68.4	79.2	
Chicago	54.9	80.0	90.9	70.3	42.3	81.1	95.4	
Los Angeles	82.2	91.6	92.6	80.2	78.7	89.6	98.5	

¹/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 9.- Percentage of retail food stores handling certain frozen juices,
August 1950

Classification	Orange : Orange-Grape- : juice : fruit blend : percent	Grapefruit : juice : base 1/	Lemonade : juice : percent
U. S. total	38.2	11.8	15.8
Volume of store business:			
Under \$50,000	25.7	6.8	9.2
\$50,000 to \$100,000	62.8	19.4	23.3
\$100,000 to \$500,000	82.0	30.7	43.6
Over \$500,000	89.5	46.3	63.2
Type of store management:			
National chains	72.2	43.8	41.7
Regional and local chains	64.9	31.5	32.2
Independent groceries	36.2	10.0	14.3
City size, population:			
Under 10,000	28.5	6.7	10.2
10,000 to 100,000	49.2	17.8	23.3
100,000 to 500,000	55.6	16.9	22.4
Over 500,000	46.7	18.3	20.5
Region 2/ or city:			
Northeast	44.6	17.6	21.3
North Central	47.2	12.8	18.6
South	16.1	5.2	5.8
Mountain and Southwest	38.5	7.2	14.3
Pacific	64.6	11.9	17.5
New York City	37.7	20.2	24.7
Chicago	52.0	15.4	20.0
Los Angeles	76.8	14.4	16.3

1/ Lemon juice with added sugar; makes lemonade when diluted with water.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Co., Inc., under RMA contract.

Section III

The availability of fresh fruits is shown in tables in Sections I and II by giving the number of retail food stores in which each fruit was on sale, as a percentage of the total number of retail food stores in the sample. However, included in this total number of stores are some that customarily do not handle any fresh fruits or vegetables. Therefore, an additional tabulation is given in this Section basing availability of fresh fruits on only those stores that usually handle some fresh fruits or vegetables. This is done by expressing the number of stores with fresh fruits on hand as a percentage of those retail food stores in the sample that customarily handle any fresh fruits or vegetables.

Table 10.- Fresh citrus fruits: Availability in retail food stores which customarily handle any fresh fruits or vegetables, August 1949, November 1949, May 1950, and August 1950

Commodity	% August 1949	% November 1949	% May 1950	% August 1950
----- percent -----				
Oranges:				
California-Arizona	65.4	58.9	61.5	75.6
Florida	1/	42.0	55.2	1/
Other	14.1	--	5.1	20.5
Total	77.6	89.1	93.0	85.6
Grapefruit	2/	61.0	64.2	2/
Lemons	89.2	84.4	88.2	93.8

1/ Not shown separately.
 2/ Not included in August audit.
 Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 11.- Stores with fresh oranges and lemons available as percentage of retail food stores customarily handling any fresh fruits or vegetables, August 1950

Classification	Oranges			Lemons		
	% California : : Arizona :	% Other : : percent	% Total : : - - -	% : : - - -	% : : - - -	% : : - - -
U. S. total	75.6	20.5	85.6			93.8
Volume of store business:						
Under \$50,000	69.5	19.4	80.8			92.2
\$50,000 to \$100,000	89.2	21.1	94.8			96.9
\$100,000 to \$500,000	87.6	24.6	97.7			97.9
\$500,000 and over	100.0	26.8	100.0			97.0
Type of store management:						
National chains	96.2	35.5	96.2			97.1
Regional and local chains	95.0	23.8	100.0			91.3
Independent groceries	74.0	20.0	84.5			93.8
City size, population:						
Under 10,000	68.2	18.5	79.0			93.6
10,000 to 100,000	83.8	23.7	94.6			94.0
100,000 to 500,000	84.3	13.8	90.4			93.3
500,000 and over	86.1	28.4	93.6			94.8
Region 1/ or city:						
Northeast	87.7	25.2	96.4			90.5
North Central	88.6	20.8	96.3			96.7
South	36.5	21.0	54.5			92.4
Mountain and Southwest	80.7	13.9	89.2			95.8
Pacific	95.0	3.0	96.6			98.0
New York City	86.3	45.1	94.7			87.5
Chicago	96.1	6.5	96.7			94.8
Los Angeles	94.9	1.1	95.5			96.6

1/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Components do not equal totals because some stores carry more than one type of a particular product.

